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# The Link

Vol. 2 No. 10

Western Kentucky University Department of Journalism

Feb. 17, 1992

## Gov. press secretary to speak

Gov. Brereton Jones' press secretary will be the keynote speaker for the PRSSA annual seminar Wednesday, Feb. 26.

Frank Ashley, a 1965 Western graduate who worked on the Herald, will speak about "The Media in Kentucky." The luncheon is scheduled for 11:30 a.m.

in Downing auxiliary dining room. Cost is \$10 and reservations must be made by Feb. 21.

The luncheon is part of the Kelly Thompson chapter's annual seminar: *Job Search: 90s Style*.

The seminar begins with registration and a continental breakfast at

8:30 a.m.

The first session is at 9:15 a.m. and is titled "Entering the Job Market." The second is "Resume Writing and Interviewing Skills."

Following the luncheon there will be a session on internships. Call 5840 for additional information.

## Ad takes top honors in competition

Public service advertising campaigns created by Western students have taken two of the three top awards in regional judging by the American Academy of Advertising and the International Newspaper Advertising and Marketing Executives.

First place winners were Paducah senior Tracy Troutman and

Michelle Houston, a junior from Cumming, Ga. Third place winners were seniors Lori Sims of Lakeside Park and Holly Cherry of Horse Cave.

This is the fifth consecutive year Western students have finished first. The ads were designed in classes taught by instructors Carolyn Stringer and Gil Stengel.

The newspaper

campaigns, which were directed to adults and teenagers, were designed to create awareness of environmental concerns and to urge people to become active in programs designed to save the environment. The advertisements will be distributed to newspapers nationwide for use as public service messages.

## More Ky. press winners . . .

*This list is continued from the last issue.*

Dave Hall, formerly at the McLean County News, won two seconds and a third.

Class 2 weekly winners were John Lucas, Crittenden Press publisher, first for best editorial; Buddy Brown, Greensburg Record-Herald, two seconds; Charles Portmann, Franklin Favorite managing editor, a second and a third (with Amy Biggs); and Amy Biggs, also a second.


Herman J. Adams, formerly

of the Whitley Republican, won a joint first-place award for the best sports picture essay in the Class 3 weekly division. Adams also won a second and a third. Michael Banks, Union County Advocate editor, won a first-place award (with a co-writer) for the best ongoing/extended coverage story. Banks also won three thirds and an honorable mention.

Brent Mershon, Winchester Sun, received first place for the best sports picture in Class

1 dailies. David Taylor, Corbin Times-Tribune, won a second and a third.

Mike Lawrence, The Gleaner (Henderson), won two first-place awards in Daily Class 2 for best sports picture essay and best feature picture essay. He also won two seconds and a third. Donna Stinnett, The Gleaner, received a first for the best feature story as well as two thirds and two honorable mentions.

**See Ky. Press** 

## Accrediting council visits next week

The accrediting council will be on campus next Monday and Tuesday, Feb. 24 and 25, to conduct its study of the Journalism Department.

They will be visiting classes, meeting with administrators and talking with students before writing their recommendation about re-accreditation.

## Infobit

- The team will have a general meeting with students at 11 a.m. Monday in Garrett 219.
- Student meetings by majors are 9 a.m. Tuesday: Ad, WH 312; PJ, GCC, 219; Print, GCC 104; PR, WH 307.

## McKenney grabs scholarship

Chris McKenney, a junior from Bracey, Va., was awarded the George Smith Scholarship by the Virginia News Photographers Association for the second consecutive year.

The award is given to the best student portfolio by a Virginia resident.



# Job fair to feature large ad agencies

Executives with experience at some of the world's largest advertising agencies will be featured at the Advertising Club Job Fair Wednesday, Feb. 26, in Garrett 100.

Ralf Carey, account executive for Saatchi and Saatchi in Cincinnati, and Arthur Taylor, creative director for Ericson Communications of Nashville, will be featured. Carey worked for Young and Rubicam before joining Saatchi and

Saatchi. Taylor previously worked for BBQD, Ogilvy and Mather and Tracy Locke.

The first session is at 8 a.m. with a discussion of interviewing techniques.

The second session is 9:15-10:15 and involves a panel discussion about advertising jobs in the media. The panel members include: Jamie Sizemore, recruiter for Landmark Communications; Mike Jameson, metro advertising manager for

The Courier-Journal; and David Benz, general manager for WKNT-TV, Bowling Green.

The agency session will meet from 10:30-11:50 a.m. Carey and Taylor will be joined by Alan May, media director of Doe-Anderson Agency in Louisville (Kentucky's largest ad agency). The three will discuss techniques for getting jobs with agencies.

At 1 p.m., panel members will be in

Garrett and Gordon Wilson for interviews, portfolio critiques and discussions.

Some of the topics outlined in the job seminar will be entry-level jobs in agencies and the media, preparation for jobs, importance of portfolios, approaching an agency or media organization for the first time, service areas related to advertising, and how the current economic downturn is affecting the advertising world.

## Dollar Store PR manager to speak

Angela Gibbs, a 1989 Western grad and PR manager for Dollar General Co., will speak 7 p.m. Feb. 19 in Downing Center 308. PRSSA is sponsor.

## STAND UP AND CHEER

We at The Link are always looking for ways to inform you. So, here's some info. you need to know — Western's fight song.



Stand up and Cheer

Stand up and Cheer for dear, old Western.

For tonight we raise the red white above the rest,

Rah, Rah, Rah,

Our boys (or girls) are fighting.

And they are bound to win the fray,

We've got the team,

We've got the steam,

For this is dear old Western's day!



## Ky. Press . . .

*From the front*

James Morris, Danville Advocate-Messenger, was awarded first for best feature picture and a third. Nathan Johnson, Elizabeth News-Enterprise, first for best general news story.

Other winners in the the Class 2 dailies were Cathy Clark, The Gleaner, two seconds and four thirds; Amy Carman, formerly with the Frankfort State Journal, honorable mention; and Bob Villaneuva, The News-Enterprise, and Chuck Stinnett, The Gleaner, both honorable mentions.

Daily Class 3 winners included Karen Owen (and two other writers) Owensboro Messenger-Inquirer, first place for best investigative/analytical story. Second place winners were Craig Bell and Robert Burck, both of the Messenger-Inquirer, and Monica Diaz, The Kentucky Post (Covington). Mark Mathis, The Messenger-Inquirer, received an honorable mention.

Jayne Burden, Hodgenville junior, prepared the newspaper slides shown at the awards ceremony.

## Labelle speaks to Virginia News Photo Association

Dave LaBelle served as judge for the annual Pictures of the Year contest for the Virginia News Photographers Association at its 1992 convention.

Labelle spoke to the group on Saturday, Feb. 8, about "Why we should publish images of grief."

Labelle also had three of his photographs published in a pamphlet called "Reaching out: A Guide for Service Providers." It is a 1991 publication of the Interagency Council on the Homeless. LaBelle's images are of the Downtown Clinic Mobile Outreach Team, Nashville.

Beth Dod, assistant advertising and marketing director at the Medical Center, will speak 5 p.m. Feb. 20 in Garrett 100. Ad Club is sponsor